

Total No. of Printed Pages—4

6 SEM TDC A & SP 2 (Sp)

2 0 1 5

(May)

COMMERCE

(Speciality)

Course : 602

(Advertising and Sales Promotion)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct option of the following : $1 \times 8 = 8$

(a) Pull promotion blend stresses on

(i) impersonal selling

(ii) personal selling

(b) Sales promotion refers to — efforts.

(i) personal

(ii) other than personal

- (c) DAGMAR model was developed in the year
- (i) 1950
 - (ii) 1952
- (d) Exhibition is also known as
- (i) trade show
 - (ii) window display
- (e) Mural refers to — media.
- (i) direct
 - (ii) outdoor
- (f) Explicit communication is in the nature of
- (i) non-verbal
 - (ii) verbal
- (g) Missionary copy aims at
- (i) propaganda for the product
 - (ii) educating the public
- (h) Sales promotion is an integral part of the
- (i) marketing mix
 - (ii) promotional mix

2. (a) Discuss the factors which contribute to the rapid growth of sales promotion in consumer market. 11

Or

- (b) Explain various sales promotional schemes used at consumer level.

3. (a) Define the concept of promotion mix. What are the determinants of promotion mix? 11

Or

- (b) Discuss the four steps of message design used in advertising as a communication tool.

4. (a) Explain various classes of advertisement copies with examples. 11

Or

- (b) Write a note on the emerging media trends with special reference to magazine boom and media marketing.

5. Write short notes on any *four* of the following : $4 \times 4 = 16$

(a) Travelling display

(b) Indoor media

(c) Promotional decision

- (d) Decision making of advertising programme
 - (e) Marketing communication
 - (f) Headlines
6. (a) What are the functions carried out by an advertising agency? What service does it render to the clients? 11
- Or
- (b) Discuss the points that you will consider for selecting an advertising agency for marketing your product.
7. Distinguish between any *two* of the following : 6×2=12
- (a) Advertising and Publicity
 - (b) Dealer promotion and Consumer promotion
 - (c) Marketing and Selling
 - (d) Push promotion strategy and Pull promotion strategy
